



FEEL FREE AT RUNBASE

Challenge: Adidas Runners is aiming to shape the sport and cultural life of Budapest. The new running center should be the key tool to achieve this aim. Becoming an institution for citizens with active lifestyle.

Insight: Adidas Runners is the most active runclub of Budapest but the awareness of the club is still low on city level.

Tension: Sport and culture doesn't really have common things - here comes the question: how Runbase could unify them?

IDEA and campaign tools

Reach our potential target group with a badass cooperation.

We plan a media hoax to drive attention and visit Runbase.

Campaign tools:

OOH campaign	Events	Social media activation + Influencer cooperation
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PR ECOSYSTEM

EARNED	PAID	OWNED
Press releases	Cooperation with Fatcap (oldest Hungarian graffiti community) and relevant influencers during the campaign	Adidas social media platforms
UGC (User Generated Contents)	5 events according to the billboards	Influencers, ambassadors social media platforms
Organic social awareness	Billboard placement	
	Press communication	

Let's launch!

We place billboards with accurate notes which describes five different activities what you can do at Runbase. Every billboard also mentions an event, according to the message.

To read more about each, billboards also has a QR code which drives to a Facebook event.



Who are we talking to?

Beside Adidas Runners, our campaign goal is to reach different people with different interests - but what's common? **Runbase.**

We place the billboards near target group-relevant locations:

FEEL FREE TO BELONG - Runbase

FEEL FREE TO CREATE - MOME, Nemzeti Múzeum

FEEL FREE TO RUN - Margit-sziget, Városliget

FEEL FREE TO MOTIVATE - Nyugati tér, Life1 Fitness, Corvin-negyed

FEEL FREE TO DANCE - Akvárium Klub, Anker't

...and here comes a trick!

We ask Fatcap to call the coolest graffiti teams to draw secretly on each billboard. All drawings illustrates something accurate to the message, but it's still a mystery... what could happened with these Adidas posters?

At this stage we share this happening on Adidas social media platforms and waiting for press appearance.

We organize an exhibition of the painted billboards in the frame of the launch event.

After that, we replace the original billboards with new ones but all subscriptions are 3D now! So if somebody paints something again, it is still visible.



Runbase Event Calendar

Feel free to belong - opening event of Runbase + AR Birthday Party	2019, June 1-15.
Feel free to create - Paint your favourite Adidas! - workshop	2019, June 16-30.
Feel free to run - Night run in Budapest	2019, July 1-15.
Feel free to motivate - Train with Alexandra Béres!	2019, August 1-15.
Feel free to dance - Summer closing party	2019, August 15-30.

SOCIAL ACTIVATION

Social activation helps to reach people in every target group

- Create an official Facebook and Instagram profile for Runbase
- dedicated hashtags for sharing content: #feelfreetrunbase, #feelfreetorun, #feelfreetocreate, #feelfreetomotivate, #feelfreetodance, #feelfreetobelong
- Influencer collaboration with Fatcap, Irie Maffia, Eszter Iszak, Tamás Kazi, Hédinke
- Increasing engagement and awareness with sharing moments of Runbase events

Why does it work?

- With launching an extraordinary OOH campaign, it drives attention to visit Runbase
- Events provides the best location for every target group to have fun
- Social activation helps to increase engagement and awareness
- Influencer cooperation also boost attention to Runbase, and the lifestyle what it represents